

Tony Stroncheck

Co-President / Chairman

Long version

Mr. Stroncheck started working in the Transportation Industry in 1989 for Owens & Associates with his then father in law. In 1991, he purchased fuel tax reporting software from his long friend and now partner Mr. Tim Pilcher. In 1992, Mr. Stroncheck took control of Owen & Associates and changed the name to Road Legal Inc. In the 20 years since the company started, it has filed over 15,000 operating authorities and permits with the ICC and FHWA. After discussing the idea for a couple of years, the two founders decided to work together to create a mileage program. In 1993, Messrs. Pilcher and Stroncheck started working together to create and market a mileage guide to the trucking industry.

The first program was introduced in the spring of 1993 and was called the EZ Permanent Mileage Guide. This program provided driving miles only for the continental United States. In 1994, driving directions and state mileage breakouts were added, and the product was renamed EZP Plus. 1995 saw the launch of the first windows version of the program called EZP for Windows. In 1995, Mr. Stroncheck made a deal with industry software leader JJ Keller & Associates to market the EZP for windows software. In order to do so, Canada had to be added to the program's database. Mr. Stroncheck launched their product in the spring of 1996 and chose the name ProMiles for it.

When ProMiles was launched, it broke ground on many new features that have become standard for trucking mileage guides. It was also the first trucking mileage guide to have geographically accurate maps. In 1997, the company introduced the first trucking mileage guide on the Internet. In the summer of 1998, the founders consolidated the software development from ATSP and Road Legal and formed the company ProMiles Software Development Corporation (PSDC). 1999 was a busy year for Mr. Stroncheck and the company. PSDC moved to a large office on Texas Avenue in Bridge City and set up an Internet server farm.

PSDC doubled its staff and prepared for a large marketing push. Unfortunately, just as PSDC started realizing results from this marketing push in February of 2000, the price of fuel jumped to over \$2.00 a gallon in many places and trucking technology purchases collapsed. With development funds exhausted and several promising leads developing in the trucking Internet market, PSDC refocused on developing Internet applications.

In 2000, PSDC landed two large Internet deals and made substantial progress on the monthly subscription-based Internet software. PSDC also introduced its sponsor based TruckMiles Internet site, which has provided a tremendous amount of exposure for ProMiles and has provided substantial advertising opportunities. Unfortunately, in the second half of 2000 many of the dot coms went out of business, and though there were no more large Internet deals for PSDC to land. Again, PSDC had to refocus.

PSDC continued to focus on the monthly subscription-based Internet software and also recognized fuel tax automation and route around the weather as potential new areas of growth. PSDC recovered from these setbacks and recorded a profit for the first half of 2001. Because of this and a perceived turnaround in the trucking industry, PSDC initially viewed the fall of 2001 as an ideal time to aggressively consolidate its lead on the internet, substantially expand its sales and marketing capabilities, roll out several exciting new products, and go after new markets. In order to accomplish this, PSDC started hiring new employees. While actual sales in 2001 and 2002 fell short of initial expectations, PSDC did realize year over year increases in all areas of business. During this time period, PSDC also started a fuel management division, and by the end of 2003, realized a profit from this division. This fuel management division also provides fuel price information for trucking companies, third party managers, and truck stops. In order to do this, PSDC created fuel management software.

This software was so robust and well put together, that OPIS agreed PSDC should take over their fuel price software, OPIS Fuel Link. PSDC at that time also started and continues to provide real-time fuel prices to trucking companies, truck stop chains, and individual truck stops. In 2002 PSDC started work on the next generation of its flagship CD-based mileage guide product, ProMiles XF. This product moved PSDC's mileage guide onto the 32-bit platform and also provided a means for PSDC to merge all of its CD-based products into a single program with the ability to deliver one package to the user and unlock those pieces that he or she wishes to purchase or test.

All of the rest of the products are available on the user's machine and can be activated with just a phone call. In 2003 PSDC launched its next-generation product, ProMiles XF. In 2002 PSDC also launched a fuel price locator and optimizer for the consumer environment with recent prices for over 80,000 gas stations and convenience stores. As 2004 began, PSDC started to find increased interest in this project and has signed up data reseller Tele Atlas to sell this price information to cellular providers, Help Desk providers, and large consumer-based mapping services like Mapquest. Also in 2002 and 2003, PSDC started bidding on audit, OD/OW routing and permitting software projects for the jurisdictions.

PSDC won its first contract in the summer of 2003 to provide IFTA auditing software for the state of Louisiana and landed several large OD/OW routing and permitting contracts in 2004 providing substantial new sources of revenue.

PSDC started aggressively going after the jurisdiction market for OD/OW permitting, IFTA, IRP, SSR, auditing, permitting, and other software systems. PSDC believes that with its long experience in routing, permitting, and other regulatory programs, it stands a significant chance to land a number of these deals realizing substantial revenue. Also since the launch of the XF product, PSDC has been actively working on expanding its product offering and actively marketing to permit services large and small all across the country.

In September 2005, Mr. Stroncheck had to initiate a disaster recovery plan due to the eye of Hurricane Rita ripping through Mr. Stroncheck's hometown Bridge City Texas and destroyed his office building, homes, and the life he had built up over the years. Now, more than a year later, PSDC is starting its move back into a new Office complex,

Mr. Stroncheck's homes are now rebuilt and life is getting back to normal. Mr. Stroncheck now spends much of his time in his Colorado home with his wife Lydia and three kids Chase – 16, Meaghan – 12, and Tory – 6.